

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 1, 2010
TITLE: 117 Junction Road – PUD(GDP-SIP)/Planned Commercial Site, Commercial/Retail Building. 9 th Ald. Dist. (03104)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 1, 2010	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of December 1, 2010, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP)/Planned Commercial Site located at 117 Junction Road. Appearing on behalf of the project were John Flad, Frank Maersch, Steve Hoff, Russ Kowalski and David Glusick, all representing Flad Development. Five to six-feet of property will be dedicated to the City along Mineral Point Road for a pedestrian/bicycle path. This easement encroached into a stormwater path. As a result they have created a bioretention basin with 55% sediment control. They will also be closing one of the access points onto Mineral Point Road. They are trying to integrate new Lot 1 and new Lot 2 with a site plan that is already in place and the dictates of Planning Division staff as well as City Engineering staff. The building is 4,500 square feet. They can also commit at this point to working in conjunction with The Bruce Company to transplant 90% of the material that is there to one of four projects they either own or manage within one mile of this site. The building materials will be in keeping with the surrounding architectural elements. Limestone base and masonry materials will be used, giving it a stone-like appearance. Canvas awnings are proposed to help bring out some color and will match the same blue in the signage for U.S. Cellular. A 30% sign spandrel area is proposed. Wall signs are four-sided. Free standing signage will be provided as an entrance marker to make room for an off-premises Target sign.

Comments were as follows:

- Rethink the crab trees where car doors open, use canopy trees.
- Around building, differing species in small quantities, grouping the same species has a greater massing impact.
- Don’t use black vinyl edging, and don’t use stone mulch.
- You’re going to need to label the plants so we can see what they are and need large scale plans for readability for final approval.
- Look at the proportions of your transom windows to keep clear glass not spandrel.
- Resolve issue with blank panel on east elevation at Mineral Point Road, use trellis with plantings to screen and make brick not EIFS.
- Look at providing a brick base on driveway entry sign, needs work.

- Look at brick base below.

ACTION:

On a motion by Harrington, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 117 Junction Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	5	-	5	5	6	6
	-	-	-	-	-	-	-	8
	6	6	5	-	5	5	6	6
	6	6	5	-	4	6	6	6

General Comments:

- Exit only at drive through lane – sidewalk at east side of proposed building? Bioretention is nice, seems realistic. Car park sharing with Target seems realistic.